



Tobacco Prevention and Control Program

Division of Public Health  
Wisconsin Department of Health and Family Services

PPH 43021B (04/06)

## Table of Contents

INTRODUCTION .....	1
<b>I. Cigarette Consumption.....</b>	<b>2</b>
Figure 1-1. Trends in Annual Per Capita Sales of Cigarettes (packs), 1990-2004 .....	2
Table 1-1. Cigarette Sales in Wisconsin: Change From 1990 to 2004 .....	2
Figure 1-2. Per Capita Sales in Wisconsin: Change From 1950 to 2004.....	3
Table 1-2. Cigarette Tax Increases in Wisconsin .....	3
<b>II. Tobacco-related Deaths and Economic Cost in Wisconsin .....</b>	<b>4</b>
Figure 2-1. Selected Causes of Death Compared To Tobacco-Related Deaths, Wisconsin, 2004 .....	4
Figure 2-3. Age Adjusted Lung Cancer Mortality in Wisconsin by Gender, 1998-2004 .....	5
Figure 2-3. Age Adjusted COPD Mortality in Wisconsin by Gender, 1989-2004 .....	5
Table 2-1. Smoking-related Deaths and Direct Health Care Costs by Wisconsin County, 2000-2004 .....	6
Years of Potential Life Lost due to Smoking-related Illness, 2004 .....	7
<b>III. Adult Tobacco Use, Wisconsin.....</b>	<b>8</b>
Number of Adult Tobacco Users in Wisconsin .....	8
Table 3-1. Percentage of Adults Who Smoke by Year: 1990 - 2004.....	8
Figure 3-1. Percentage of Adults Who Smoke by Year: WI vs. U.S. 1990-2004.....	8
Table 3-2. Adults Diagnosed with Diabetes or Asthma who Currently Smoke: 2000-2004 .....	9
Table 3-3. Percentage of Current Smokers, Wisconsin 2004 .....	9
<b>IV. Tobacco-Related Disparities.....</b>	<b>10</b>
Table 4-1. Prevalence of Current Cigarette Smoking by Adult Characteristics, WI 2000-2004 .....	10
Figure 4-1. Prevalence of Current Cigarette Smoking by Race and Age, WI 2000-2004 .....	11
Table 4-2. Characteristics of Current Cigarette Smoking by Age, 2000-2004 .....	11
<b>V. Tobacco Use During Pregnancy.....</b>	<b>12</b>
Total Number and Percent of Mothers Who Reported Smoking During Pregnancy, 2004:.....	12
Table 5-1. Percentage in Which the Mother Smoked During Pregnancy By Maternal Characteristics .....	12
Table 5-2. Maternal Smoking and Low Birthweight By Year: WI 1999-2004 .....	13
Table 5-3. Percentage in which the Mother Smoked During Pregnancy By County.....	13
<b>VI. Wisconsin Youth Tobacco Use .....</b>	<b>15</b>
Table 6-1. Current Tobacco Use Among Middle School Students (Grades 6-8), 2000-2004 .....	15
Figure 6-1. Current Use of Any Tobacco Product Among Middle School Students (Grades 6-8), 2000-2004 .....	15
Table 6-2. Current Tobacco Use Among High School Students (Grades 9-12), 2000-2005 .....	16
Figure 6-2. Current Use of Any Tobacco Product Among High School Students (Grades 9-12), 2000-2005 .....	16
Figure 6-3. Current Cigarette Smoking Among Middle and High School Students, 1993-2005 .....	17
<b>VII. Youth Access to Tobacco .....</b>	<b>18</b>
Figure 7-1. Youth Access to Tobacco: Wisconsin, 2000-2004 .....	18
Table 7-1. Results of Synar Compliance Checks of Tobacco Sales to Minors, Wisconsin, 1997-2005.....	18
<b>VIII. Secondhand Smoke (SHS).....</b>	<b>19</b>
Table 8-1. Wisconsin Public Attitudes Regarding Secondhand Smoke, 2004 .....	19
Secondhand Smoke (SHS) in the Home: .....	19
Figure 8-1. Effects of a Smoker in the Home on High School Youth Smoking, 2004 .....	20
<b>IX. Smokefree Policies.....</b>	<b>20</b>
Figure 9-1. Percent of Municipalities Banning Smoking in all Government-owned Buildings, 2001 and 2003.....	20
Wisconsin Ordinances - Smoke-Free Workplaces .....	21
Resources Available on Smoke-Free Air: .....	21

## INTRODUCTION

Since the initiation of its Tobacco Prevention and Control Program, the Division of Public Health, Wisconsin Department of Health and Family Services has relied upon partnerships with communities and state and national organizations involved in tobacco prevention and control to accomplish the following goals:

- Elimination of exposure to environmental tobacco smoke
- Reducing initiation among Wisconsin's youth
- Promoting quitting among adults and young people
- Identifying and eliminating disparities among population groups.

The *Wisconsin Tobacco Facts* book serves as a reference of available tobacco-related information, statistics and report findings. The *Wisconsin Tobacco Facts* is updated as new data become available and is published on an annual basis. This edition contains updated 2004 data for adults and 2005 data for youth. Additional tobacco-related information, such as current trends, program activities and linkages are available by contacting the program or by visiting the program's website. For general information, please contact:

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Madison, WI 53701-2659  
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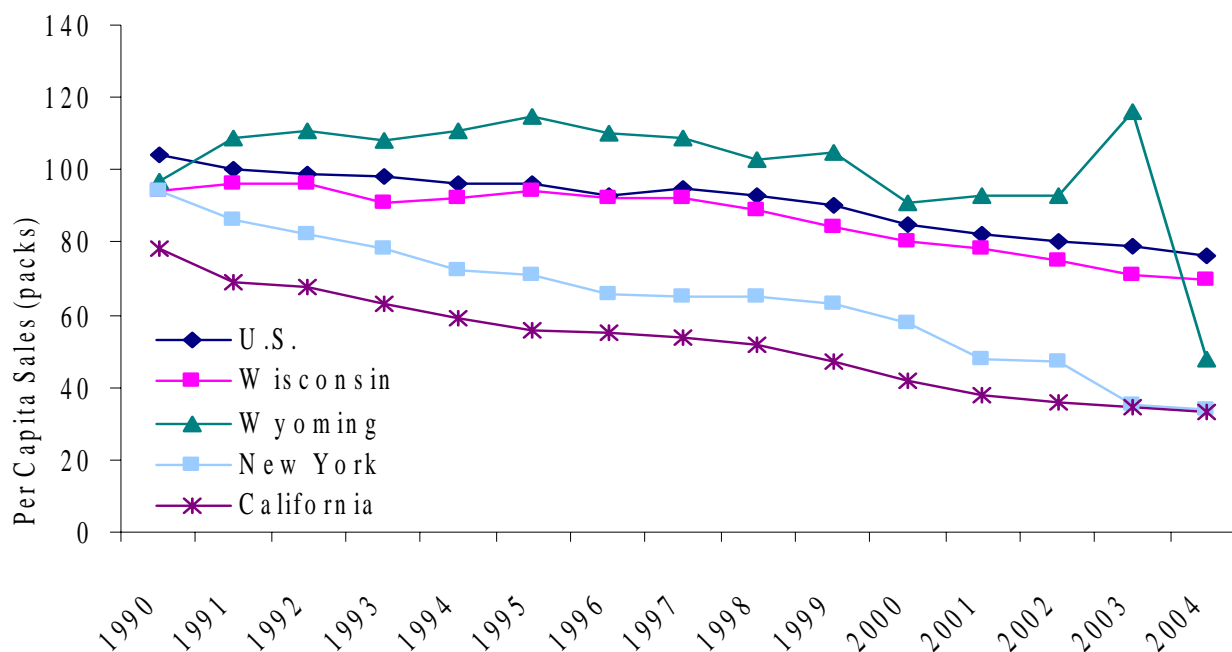
<http://dhfs.wisconsin.gov/tobacco/>

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## I. Cigarette Consumption

**Figure 1-1. Trends in Annual Per Capita Sales of Cigarettes (packs) Wisconsin, California, and the United States, 1990-2004.**



Note: The per capita sales in Wyoming dropped from 116 in 2003 to 48 in 2004 influenced by an increase in cigarette tax from \$0.12 to \$0.60.

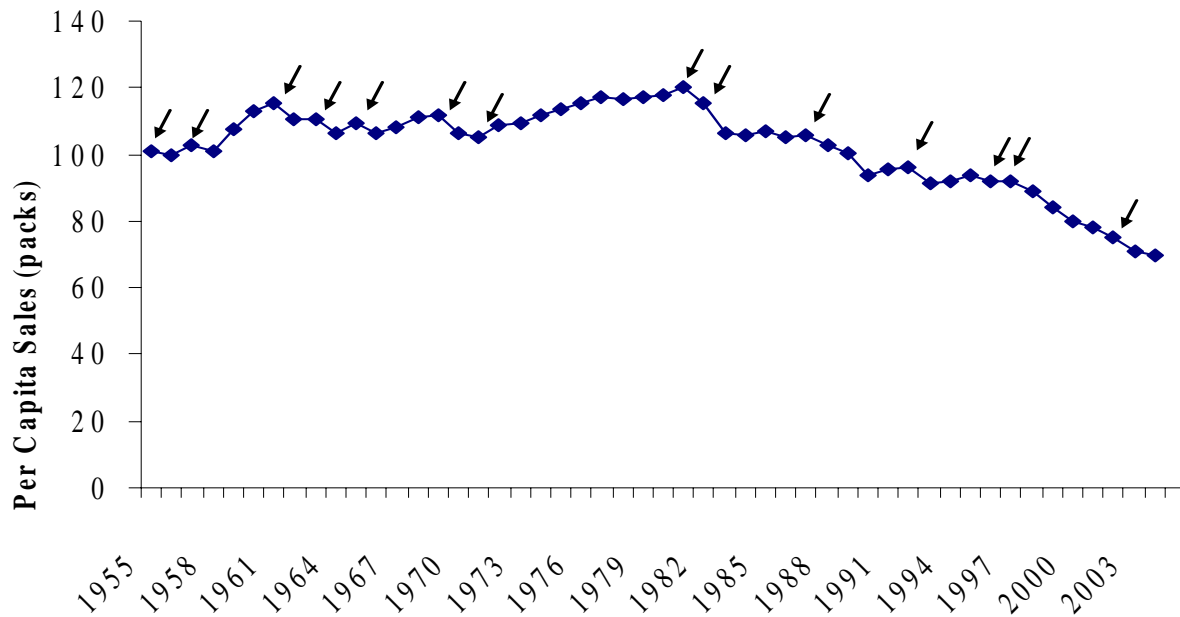
Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco (Historical Compilation, Volume 39, 2004), Produced by Orzechowski and Walker

**Table 1-1. Cigarette Sales in Wisconsin: Change From 1990 to 2004.**

	State Tax-paid Cigarette Sales	Annual Per Capita Cigarette Sales
1990	463.1 million packs	94.0 packs
2004	384.5 million packs	69.9 packs
<b>Change From 1990 - 2003</b>	<b>78.6 million fewer packs</b>	<b>24.1 fewer packs</b>

Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco (Historical Compilation, Volume 39, 2004), Produced by Orzechowski and Walker

**Figure 1-2. Per Capita Sales in Wisconsin: Change From 1950 to 2004.**



Note: The arrows represent a cigarette tax increase in Wisconsin. Data are reported by Fiscal Year.

Source: Wisconsin Department of Revenue data published in *The Tax Burden on Tobacco*, Produced by Orzechowski and Walker

**Table 1-2. Cigarette Tax Increases in Wisconsin**

Year	Amount per pack
1939	From \$0.0 to .03
July 1, 1955	From \$.03 to .04
July 1, 1957	From \$.04 to .05
September 1, 1961	From \$.05 to .06
August 15, 1963	From \$.06 to .08
August 1, 1965	From \$.08 to .10
September 1, 1969	From \$.10 to .14
November 5, 1971	From \$.14 to .16
August 1, 1981	From \$.16 to .20
May 1, 1982	From \$.20 to .25
September 1, 1987	From \$.25 to .30
May 1, 1992	From \$.30 to .38
September 1, 1995	From \$.38 to .44
November 1, 1997	From \$.44 to .59
October 1, 2001	From \$.59 to .77

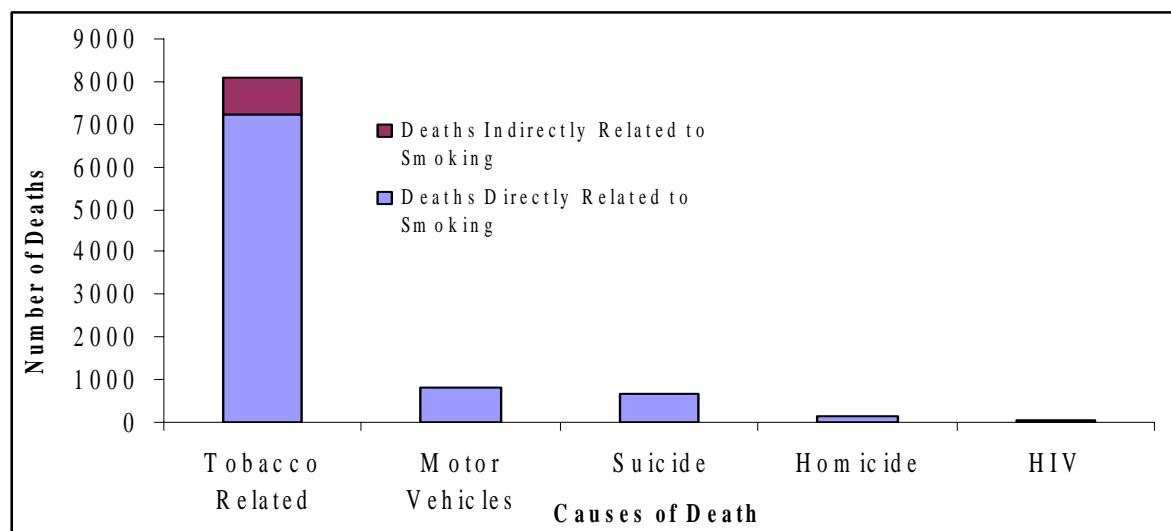
Source: Wisconsin Department of Revenue data published in *The Tax Burden on Tobacco*, Produced by Orzechowski and Walker

## II. Tobacco-related Deaths and Economic Cost in Wisconsin

### Summary

The use of tobacco is the leading preventable cause of death in Wisconsin. In 2004, more than 8,000 Wisconsin residents died from smoking related illnesses\*. In addition, the direct health care cost of smoking (e.g., physician visits, hospitalizations, etc.) is estimated at \$2.2 billion annually in Wisconsin with an additional cost of \$1.6 billion in lost productivity.

**Figure 2-1. Selected Causes of Death Compared To Tobacco-Related Deaths\*, Wisconsin, 2004**

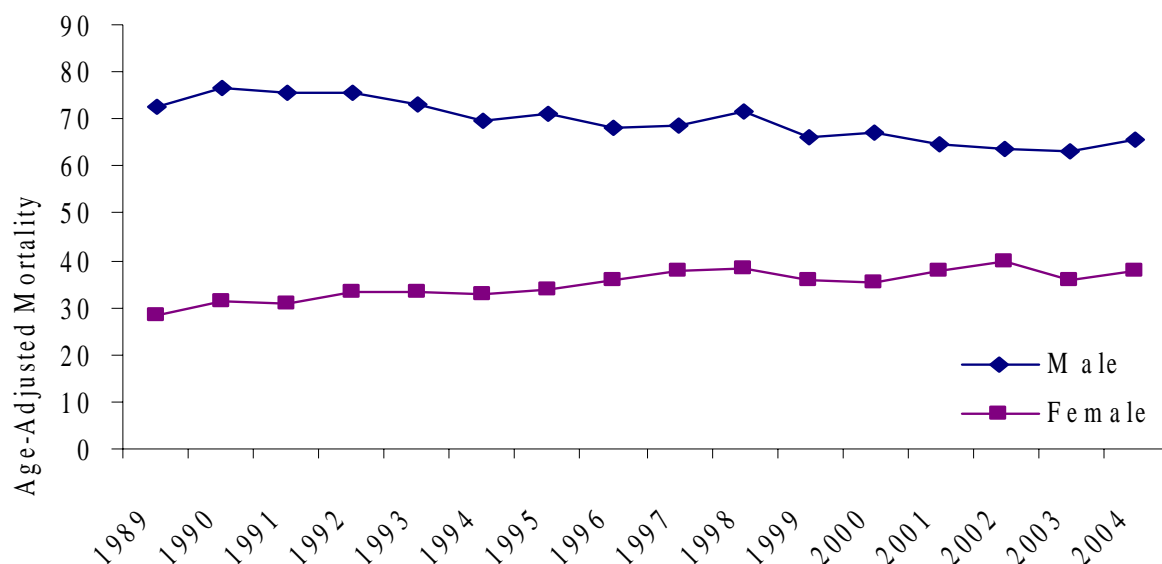


\*Deaths directly related to smoking includes lung cancer, other tobacco related cancers, heart disease, stroke, respiratory diseases. Deaths indirectly related to smoking include secondhand smoke exposure, maternal smoking, and fires.

Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. *Wisconsin Deaths, 2004* (PPH 5368-04). August 2005.

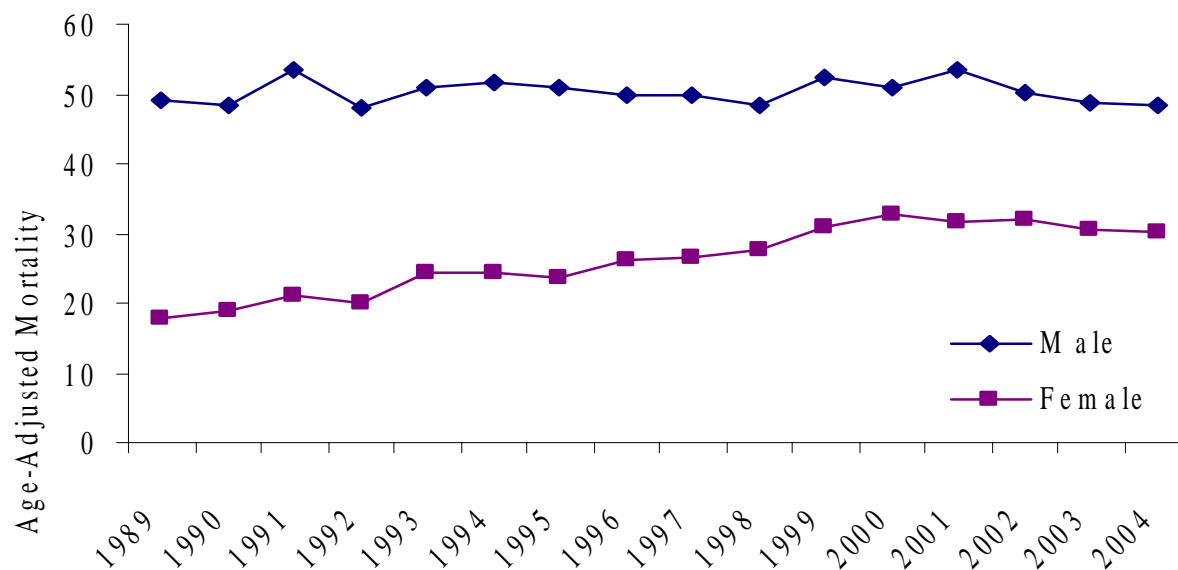
Umland MA, Palmersheim KA, Ullsvik JC, Wegner MV. Burden of Tobacco in Wisconsin. University of Wisconsin Comprehensive Cancer Center. February 2006.

**Figure 2-3. Age Adjusted Lung Cancer Mortality in Wisconsin by Gender, 1989-2004**



Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy <http://dhfs.wisconsin.gov/wish/>

**Figure 2-3. Age Adjusted Chronic Obstructive Pulmonary Disorder (COPD) Mortality in Wisconsin by Gender, 1989-2004**



Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. <http://dhfs.wisconsin.gov/wish/>

Note: Age-adjustment is a process by which the age composition is defined as constant so that differences in age composition can be eliminated from the analysis. This is needed because older populations have higher mortality rates, merely because death rates increase with age. Age-adjusted rates allow for more meaningful comparison of the risk of mortality over time and among groups.

**Table 2-1. Smoking-related Deaths and Direct Health Care Costs by Wisconsin County,  
2000-2004 Annual Average**

<b>County</b>	<b>Number of All Deaths</b>	<b>Smoking-related Deaths Number</b>	<b>Percent</b>	<b>Direct Health Care Costs of Smoking*</b>
Adams	230	42	18%	\$8,000,000
Ashland	204	30	15%	\$6,550,000
Barron	465	73	16%	\$17,850,000
Bayfield	149	24	16%	\$5,940,000
Brown	1,557	237	15%	\$92,860,000
Buffalo	128	19	15%	\$5,410,000
Burnett	191	32	17%	\$6,490,000
Calumet	250	34	14%	\$17,140,000
Chippewa	510	83	16%	\$23,070,000
Clark	332	47	14%	\$13,350,000
Columbia	512	84	16%	\$21,460,000
Crawford	174	30	17%	\$6,660,000
Dane	2,628	367	14%	\$177,600,000
Dodge	868	127	15%	\$34,480,000
Door	305	48	16%	\$11,080,000
Douglas	443	72	16%	\$17,250,000
Dunn	274	37	13%	\$16,240,000
Eau Claire	693	106	15%	\$36,890,000
Florence	54	10	18%	\$1,970,000
Fond du Lac	896	128	14%	\$38,630,000
Forest	109	20	19%	\$3,900,000
Grant	497	71	14%	\$19,440,000
Green	322	48	15%	\$13,570,000
Green Lake	239	37	15%	\$7,520,000
Iowa	198	30	15%	\$9,160,000
Iron	88	16	18%	\$2,620,000
Jackson	208	34	16%	\$7,680,000
Jefferson	591	94	16%	\$30,730,000
Juneau	278	50	18%	\$10,000,000
Kenosha	1,252	217	17%	\$62,030,000
Kewaunee	186	29	15%	\$8,100,000
La Crosse	899	141	16%	\$42,580,000
Lafayette	142	23	16%	\$6,380,000
Langlade	236	45	19%	\$8,210,000
Lincoln	315	48	15%	\$11,840,000
Manitowoc	801	113	14%	\$32,050,000
Marathon	952	132	14%	\$50,010,000
Marinette	500	84	17%	\$16,980,000
Marquette	171	32	19%	\$5,860,000
Menominee	37	7	20%	\$1,790,000
Milwaukee County	8,809	1,357	15%	\$363,360,000
Milwaukee City	5,240	807	15%	228,510,000
Monroe	409	70	17%	\$16,590,000
Oconto	335	53	16%	\$14,730,000
Oneida	394	68	17%	\$14,560,000
Outagamie	1,115	163	15%	\$66,300,000
Ozaukee	604	89	15%	\$33,680,000
Pepin	78	13	16%	\$2,900,000
Pierce	233	34	15%	\$15,010,000
Polk	401	59	15%	\$17,180,000
Portage	438	63	14%	\$26,370,000
Price	200	32	16%	\$6,050,000
Racine	1,540	246	16%	\$76,030,000
Richland	182	29	16%	\$7,220,000

Rock	1,316	219	17%	\$61,280,000
Rusk	181	32	17%	\$5,980,000
Sauk	511	83	16%	\$22,360,000
Sawyer	189	31	17%	\$6,620,000
Shawano	449	68	15%	\$16,130,000
Sheboygan	1,042	145	14%	\$44,620,000
St. Croix	446	73	16%	\$29,110,000
Taylor	180	26	14%	\$7,740,000
Trempealeau	296	40	13%	\$10,760,000
Vernon	306	44	14%	\$11,240,000
Vilas	248	47	19%	\$8,700,000
Walworth	817	127	16%	\$38,500,000
Washburn	182	31	17%	\$6,510,000
Washington	847	121	14%	\$48,750,000
Waukesha	2,750	413	15%	\$147,690,000
Waupaca	661	108	16%	\$20,650,000
Waushara	268	46	17%	\$9,330,000
Winnebago	1,261	195	15%	\$62,260,000
Wood	680	106	16%	\$29,440,000
Wisconsin	46,273	7,215	16%	\$2,160,000,000

\*Direct health care costs include medical expenditures paid for ambulatory, hospital, prescription drugs, nursing homes and other personal care.

Source: Umland MA, Palmersheim KA, Ullsvik JC, Wegner MV. Burden of Tobacco in Wisconsin. University of Wisconsin Comprehensive Cancer Center. February 2006.

### **Years of Potential Life Lost due to Smoking-related Illness, 2004:**

In Wisconsin, approximately 96,000 years of life were lost from the potential lifespan of those who died of smoking-related illnesses. The majority of years of life lost to premature death occurred in those who died between the ages of 55 and 74. An average 35-year old may expect to live to the age of 77.

Source: Umland MA, Palmersheim KA, Ullsvik JC, Wegner MV. Burden of Tobacco in Wisconsin. University of Wisconsin Comprehensive Cancer Center. February 2006.

### III. Adult Tobacco Use, Wisconsin

#### Number of Adult Tobacco Users in Wisconsin

The 2004 estimated number of adult smokers in Wisconsin was **922,728**.  
In 2002, **2.6% or 108,847** of adults were current users of chewing tobacco or snuff.

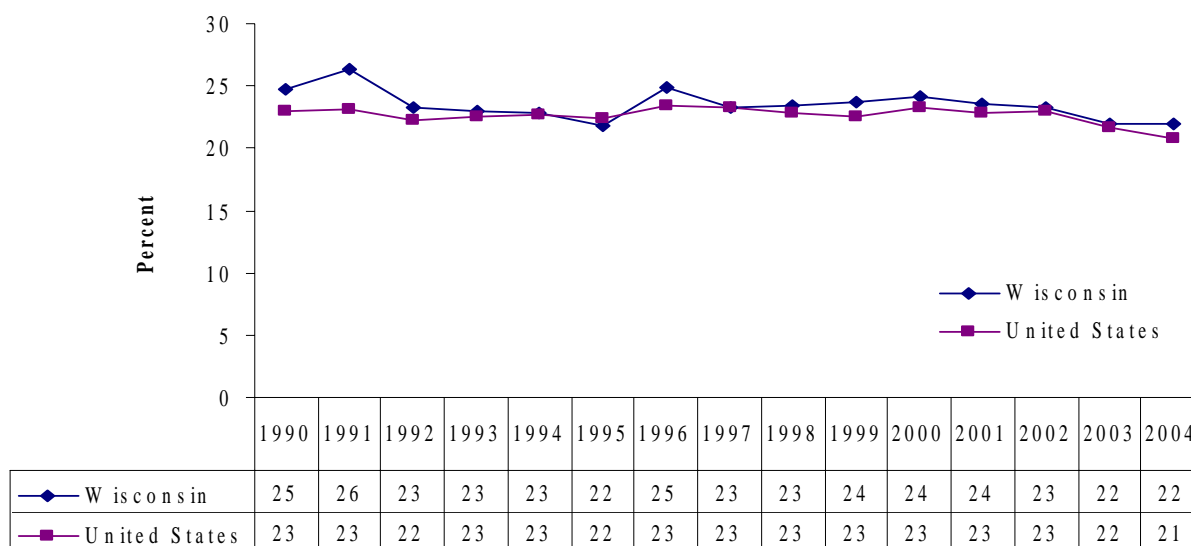
Source: Population Estimates are from the Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. [www.dhfs.state.wi.us/WISH](http://www.dhfs.state.wi.us/WISH)

**Table 3-1. Percentage of Adults Who Smoke by Year: 1990 - 2004**

1990	25%
1991	26%
1992	23%
1993	23%
1994	23%
1995	22%
1996	25%
1997	23%
1998	23%
1999	24%
2000	24%
2001	24%
2002	23%
2003	22%
2004	22%

Source: Wisconsin Behavioral Risk Factor Survey, 2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

**Figure 3-1. Percentage of Adults Who Smoke by Year:  
Wisconsin vs. U.S., 1990 – 2004**



Source: Wisconsin Behavioral Risk Factor Survey, 2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

Behavioral Risk Factor Surveillance System, U.S. Centers for Disease Control and Prevention:

<http://www.cdc.gov/brfss>

**Table 3-2. Adults Diagnosed with Diabetes or Asthma who Currently Smoke:  
2000-2004**

	<b>Adults Diagnosed with Diabetes</b>	<b>Adults Diagnosed with Asthma</b>	<b>All Adults</b>
	% (n)	% (n)	% (n)
<b>Under 45 years of age</b>	30% (139)	31% (916)	29% (7,216)
<b>45+ years of age</b>	14% (841)	18% (871)	17% (7,969)

Source: Wisconsin Behavioral Risk Factor Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

**Table 3-3. Percentage of Current Smokers Among Wisconsin Adults, 2004**

		% Current Smokers
<b>All Adults</b>		<b>22%</b>
DHFS Region	South	21%
	Southeast	25%
	Northeast	21%
	West	19%
	North	20%
Sex	Male	25%
	Female	19%
Age	18-24 Yrs	28%
	25-34 Yrs	28%
	35-44 Yrs	24%
	45-54 Yrs	25%
	55-64 Yrs	17%
	65+ Yrs	8%
Educational level	Less than H.S.	31%
	High School	25%
	Some College	26%
	College	12%
Race	White	21%
	African-American	28%
Marital Status	Married	16%
	Unmarried	31%
Children	None	20%
	1 or more	25%
Heavy Drinkers	Yes	48%
	No	20%
Household Income	less than \$15,000	24%
	\$15,000 - 24,999	31%
	\$25,000 - 49,999	25%
	\$50,000 - 74,999	21%
	\$75,000 +	14%

- Unmarried = respondents who are divorced, widowed, separated, never married, or a member of an unmarried couple
- Heavy Drinkers = drinking 60 or more drinks per month

Source: Wisconsin Behavioral Risk Factor Survey, 2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

## IV. Tobacco-Related Disparities

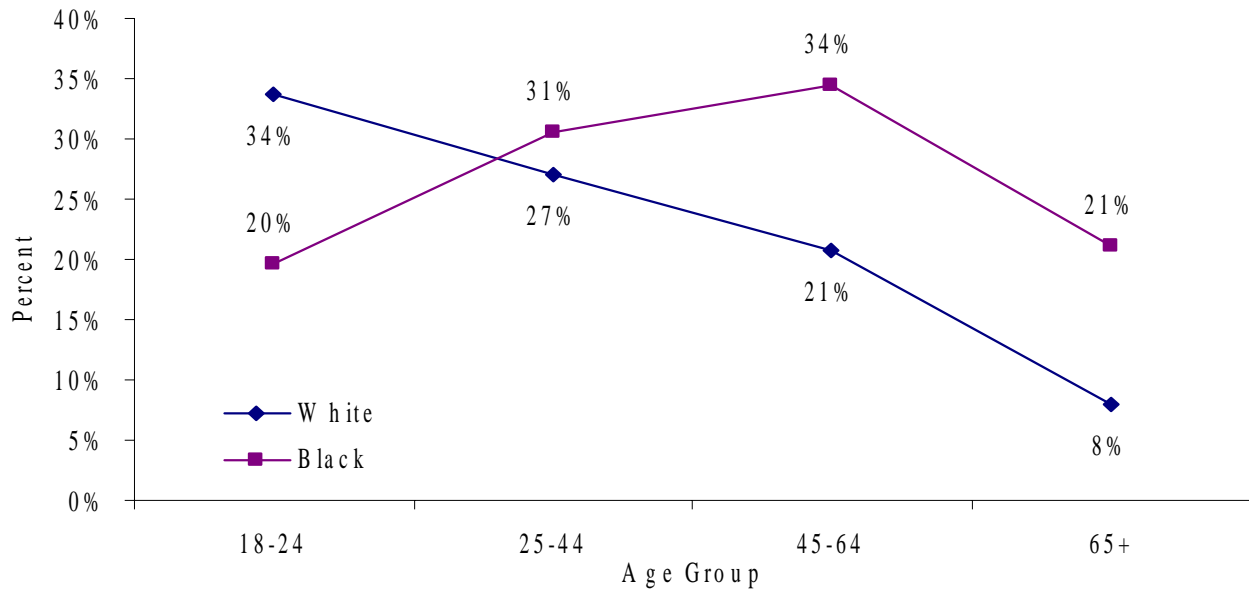
**Table 4-1. Prevalence of Current Cigarette Smoking by Adult Characteristics,  
Wisconsin 2000-2004**

	Prevalence Rate	Age-Adjusted Rate
<b>Annual Household Income</b>		
<\$25,000	30%	35%
\$25,000-\$50,000	26%	25%
\$50,000+	18%	17%
<b>Educational Attainment</b>		
Less than High School	33%	41%
High School Graduate	28%	29%
Some College	25%	24%
College Graduate +	12%	12%
<b>Race/Ethnicity</b>		
White	22%	23%
African American	28%	29%
Asian/Pacific Islander	14%	11%
American Indian	39%	38%
Hispanic	25%	22%
<b>Age</b>		
18-24	34%	
25-44	27%	
45-64	22%	
65+	8%	

Source: Wisconsin Behavioral Risk Factor Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

Note: Age-adjusting is a process by which the age composition of a population is defined as constant so that differences in age composition can be eliminated from the analysis. This is needed because current smoking varies by age within populations. Age-adjusted rates allow for more meaningful comparison of current smokers over time and among groups.

**Figure 4-1. Prevalence of Current Cigarette Smoking by Race and Age, Wisconsin 2000-2004**



Source: Wisconsin Behavioral Risk Factor Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

**Table 4-2. Characteristics of Current Cigarette Smoking by Age, 2000-2004**

	Ages 18-24	Ages 25-44	Ages 45-64	Ages 65+	Total
<b>Race/Ethnicity</b>					
White	33.7%	27.1%	20.8%	7.9%	22%
African American	19.7%	30.5%	34.4%	21.1%	28%
Hispanic	30.9%	25.4%	23.2%	NA	25%
<b>Gender</b>					
Male	35.3%	29.2%	22.7%	8.2%	24.8%
Female	31.9%	25.6%	20.4%	8.2%	21.2%
<b>Annual Household Income</b>					
<\$25,000	36.7%	44.3%	35.4%	11.3%	30%
\$25,000-\$50,000	34.7%	30.4%	24.5%	6.8%	26%
\$50,000+	25.1%	19.6%	15.8%	5.4%	18%
<b>Educational Attainment</b>					
Less than High School	41.8%	60.7%	32.9%	10.1%	33%
High School Graduate	39.7%	37.3%	25.8%	8.5%	28%
Some College	30.3%	28.2%	25.2%	7.8%	25%
College Graduate +	16.8%	12.5%	11.3%	6.1%	12%
<b>Employment Status</b>					
Employed	38.3%	26.8%	22.0%	7.6%	26.2%
Self-Employed	NA	26.0%	20.3%	10.3%	22.8%
Student	22.1%	32.1%	36.0%	NA	24.6%

Source: Wisconsin Behavioral Risk Factor Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

NA = The data are not available for these groups due to small sample size.

## V. Tobacco Use During Pregnancy

Total Number of Births in Wisconsin, 2004:  
70,131

Total Number and Percent of Mothers Who Reported Smoking During Pregnancy, 2004:  
9,812 (14.0%)

Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Births and Infant Deaths, 2004 (PHC 5364-04). August 2005.

**Table 5-1. Number & Percentage of Births in which the Mother Smoked During Pregnancy By Maternal Characteristics in Wisconsin, 1990 versus 2004**

Characteristic	1990		2004		1990-2004
	# births	% smokers	# births	% smokers	% Decline
<b>Age</b>					
<20	7,410	31	6,087	23	23
20-24	17,477	30	16,304	23	23
25-29	24,956	21	20,513	12	38
30-34	16,626	17	17,541	8	47
35-39	5,393	15	7,946	8	33
40+	768	13	1,726	10	31
<b>Marital Status</b>					
Married	55,018	17	47,968	7	53
Unmarried	17,616	41	22,152	28	27
<b>Race/Ethnicity</b>					
White	61,292	23	54,217	15	35
African American	7,096	30	6,497	16	40
American Indian	811	46	1,034	36	20
Hispanic	1,861	15	5,915	6	60
Lao/Hmong	1,147	NA	1,045	3	NA
Other	417	6	1,394	3	50
<b>Prenatal Care Begun</b>					
1 <sup>st</sup> trimester	59,275	21	59,666	13	33
2 <sup>nd</sup> trimester	10,474	31	8,227	20	32
3 <sup>rd</sup> trimester	2,227	34	1,571	20	35
None	582	45	464	33	24
<b>Education</b>					
Less than high school	12,290	43	10,865	26	33
High school graduate	30,517	27	20,292	23	11
Some college	16,033	16	16,864	11	25
College graduate +	13,740	4	21,832	2	50
<b>Total smokers</b>	16,599	23	9,812	14	35
<b>Total births</b>	72,636		70,131		

Note: Data on maternal smoking are self-reported

Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Births and Infant Deaths, 1990-2004. [www.dhfs.state.wi.us/WISH](http://www.dhfs.state.wi.us/WISH)

NA = The data are not available for these groups due to small sample size.

**Table 5-2. Maternal Smoking and Low Birthweight By Year:  
Wisconsin, 1990 – 2004**

Year	Births to Mothers Who Reported Smoking Cigarettes During Pregnancy			Births to Mothers Who <u>Did Not</u> Report Smoking Cigarettes During Pregnancy		
	# Births	# of Low Birthweight Babies	% Low Birthweight	# Births	# Low Birthweight Babies	% Low Birthweight
1990	16,599	1,710	10.3	56,037	2,574	4.6
1991	16,224	1,581	9.7	55,815	2,854	5.1
1992	15,279	1,504	9.8	55,383	2,701	4.9
1993	14,469	1,494	10.3	55,291	2,806	5.1
1994	13,357	1,417	10.6	54,909	2,941	5.4
1995	12,735	1,272	10.0	54,758	2,794	5.1
1996	12,196	1,302	10.7	54,880	2,915	5.3
1997	11,890	1,256	10.6	54,600	3,006	5.5
1998	12,000	1,248	10.4	55,379	3,164	5.7
1999	11,635	1,276	11.0	56,472	3,253	5.7
2000	11,428	1,150	10.1	57,787	3,353	5.8
2001	10,907	1,172	10.7	58,026	3,368	5.8
2002	10,139	1,093	10.8	58,371	3,444	5.9
2003	9,769	961	9.8	60,173	3,800	6.3
2004	9,812	1,102	11.2	60,200	3,794	6.3

Note: Low birthweight is a birthweight less than 2,500 grams (about 5.5 pounds)

Note: Data on maternal smoking are self-reported

Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Births and Infant Deaths, 2004 (PHC 5364-04). August 2005.

**Table 5-3. Number & Percentage of Births in which the Mother Smoked During Pregnancy By County, Wisconsin, 1990-1992 Compared to 2002-2004**

County	1990-1992		2002-2004		1990 - 2004	
	# births	% smokers	# births	% smokers	% decline	Rank*
Adams	526	36%	483	32%	12%	57
Ashland	606	32%	603	32%	3%	70
Barron	1,688	25%	1,581	17%	32%	21
Bayfield	488	32%	402	23%	28%	28
Brown	9,257	22%	9,857	14%	37%	14
Buffalo	514	17%	465	13%	20%	42
Burnett	446	33%	454	31%	6%	67
Calumet	1,493	17%	1,907	9%	45%	5
Chippewa	2,092	25%	2,095	21%	16%	50
Clark	1,298	20%	1,622	13%	34%	17
Columbia	1,799	24%	1,905	17%	30%	25
Crawford	639	23%	586	19%	17%	48
Dane	15,739	16%	17,281	9%	45%	6
Dodge	2,918	22%	2,893	17%	22%	39
Door	945	20%	723	17%	12%	56
Douglas	1,671	26%	1,461	23%	8%	64
Dunn	1,267	20%	1,387	17%	12%	55
Eau Claire	3,530	21%	3,313	18%	15%	52
Florence	128	34%	106	19%	44%	8
Fond du Lac	3,709	22%	3,458	17%	23%	38
Forest	402	35%	330	32%	9%	61
Grant	1,862	24%	1,722	13%	44%	9
Green	1,257	20%	1,178	18%	7%	65

Green Lake	656	20%	682	17%	18%	46
Iowa	899	20%	921	14%	32%	22
Iron	188	34%	137	21%	37%	13
Jackson	651	29%	701	25%	12%	58
Jefferson	2,569	25%	2,960	18%	27%	29
Juneau	889	31%	876	31%	0%	71
Kenosha	6,444	28%	6,376	14%	49%	3
Kewaunee	682	16%	725	13%	17%	47
La Crosse	4,186	20%	3,759	14%	32%	24
Lafayette	681	17%	590	14%	17%	49
Langlade	739	30%	666	28%	6%	68
Lincoln	1,033	26%	933	25%	5%	69
Manitowoc	3,138	23%	2,602	21%	9%	62
Marathon	5,000	17%	4,580	14%	14%	54
Marinette	1,367	27%	1,276	22%	18%	44
Marquette	423	29%	471	29%	-2%	72
Menominee	371	45%	277	41%	9%	63
Milwaukee	50,246	25%	43,760	12%	52%	2
Monroe	1,724	28%	1,770	20%	29%	26
Oconto	1,172	27%	1,175	21%	20%	41
Oneida	1,113	26%	961	22%	15%	53
Outagamie	6,758	15%	6,886	13%	18%	45
Ozaukee	2,859	13%	2,682	7%	48%	4
Pepin	273	21%	254	16%	23%	34
Pierce	1,298	19%	1,358	12%	38%	12
Polk	1,443	28%	1,420	21%	26%	30
Portage	2,568	18%	2,188	13%	23%	35
Price	569	25%	397	17%	33%	20
Racine	8,085	26%	7,578	14%	45%	7
Richland	633	20%	643	17%	15%	51
Rock	6,442	29%	6,023	19%	35%	15
Rusk	600	25%	480	20%	18%	43
St Croix	2,456	17%	3,154	11%	39%	10
Sauk	1,938	26%	2,216	20%	23%	37
Sawyer	554	41%	512	30%	26%	31
Shawano	1,485	22%	1,416	20%	9%	60
Sheboygan	4,113	21%	4,138	16%	24%	32
Taylor	795	19%	712	17%	10%	59
Trempealeau	1,092	25%	981	16%	33%	19
Vernon	1,002	19%	1,222	12%	34%	16
Vilas	614	37%	563	25%	34%	18
Walworth	2,930	23%	3,468	16%	32%	23
Washburn	467	26%	510	24%	7%	66
Washington	4,166	18%	4,435	11%	39%	11
Waukesha	12,130	15%	12,941	7%	53%	1
Waupaca	1,968	27%	1,750	20%	24%	33
Waushara	722	28%	746	21%	23%	36
Winnebago	5,802	22%	5,429	16%	28%	27
Wood	3,130	23%	2,528	18%	22%	40
<b>Total smokers</b>	<b>48,102</b>	<b>22%</b>	<b>29,720</b>	<b>14%</b>	<b>36%</b>	<b>NA</b>
<b>Total births</b>	<b>215,337</b>	<b>NA</b>	<b>208,640</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>

Note: Data on maternal smoking are self-reported. NA = Not applicable

The county rank for percentage change is shown from highest (1) to lowest (72); for example, Waukesha County, number 1, had the largest percentage change (53%) from 1990-1992 to 2002-2004, and Marquette County; number 72, had the smallest or negative percentage change (-2%).

Source: Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Births and Infant Deaths, 1990-2004. [www.dhfs.state.wi.us/WISH](http://www.dhfs.state.wi.us/WISH)

## VI. Wisconsin Youth Tobacco Use

**Table 6-1. Current\* Tobacco Use Among Middle School Students (Grades 6-8), 2000-2004**

	Cigarette Use (%)			Smokeless Tobacco Use (%)			Cigar Use (%)			Overall Tobacco Use (%)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Wisconsin (2000)	11.9	12.7	12.2	5.9	1.2	3.6	7.4	4.4	5.9	17.7	14.4	16.1
Wisconsin (2001)	8.1	10.0	9.1	3.6	0.9	2.3	4.9	3.1	4.1	13.0	12.6	12.8
Wisconsin (2002)	8.6	8.7	8.7	3.0	1.9	2.5	5.9	3.9	4.9	14.5	11.8	13.2
Wisconsin (2003)	6.5	6.6	6.6	3.6	1.3	2.5	5.5	3.6	4.7	14.5	10.8	12.8
Wisconsin (2004)	8.4	6.8	7.7	2.9	1.5	2.2	6.4	4.0	5.3	14.5	10.7	12.7
U.S. (2000)	11.7	10.2	11.0	5.7	1.5	3.6	9.7	4.6	7.1	17.6	12.7	15.1
U.S. (2002)	9.8	9.7	9.8	5.3	1.6	3.5	7.9	4.1	6.0	14.7	11.7	13.3
U.S. (2004)	7.7	8.6	8.1	3.9	1.9	2.9	6.6	3.8	5.2	12.7	10.7	11.7

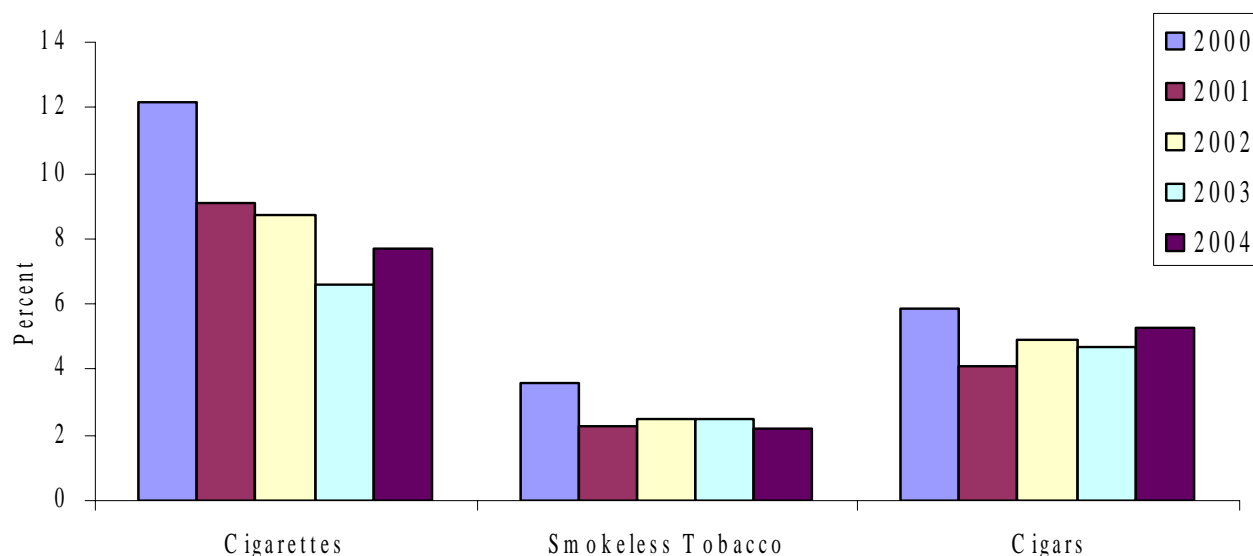
\*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 14, 2003. MMWR 2003; 52(45); 1096-1098.

U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, April 1, 2005. MMWR 2005; 54(12); 297-301.

Wisconsin Youth Tobacco Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

**Figure 6-1. Current\* Use of Any Tobacco Product Among Wisconsin Middle School Students (Grades 6-8), 2000-2004**



\*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: Wisconsin Youth Tobacco Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

**Table 6-2. Current\* Tobacco Use Among High School Students (Grades 9-12), 2000-2005**

	Cigarette Use (%)			Smokeless Tobacco Use (%)			Cigar Use (%)			Overall Tobacco Use (%)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Wisconsin (2000)	31.0	35.0	32.9	13.6	0.9	7.6	23.4	8.1	16.1	42.1	36.2	39.4
Wisconsin (2001)	28.6	36.7	32.6	14.2	3.7	9.1	23.4	10.6	17.3	NA	NA	NA
Wisconsin (2002)	28.6	25.4	27.1	13.0	1.3	7.3	17.6	5.3	11.5	38.2	27.3	32.9
Wisconsin (2003)	22.9	24.2	23.6	13.1	2.5	7.9	NA	NA	NA	NA	NA	NA
Wisconsin (2004)	20.1	21.8	20.9	11.5	2.6	7.1	14.6	7.7	11.2	29.4	26.2	27.8
Wisconsin (2005)	24.0	21.7	22.8	14.4	2.0	8.4	24.3	9.4	17.1	NA	NA	NA
U.S. (2000)	28.8	27.3	28.0	11.8	1.4	6.6	22.0	7.3	14.8	39.1	29.8	34.5
U.S. (2002)	23.9	21.0	22.5	10.5	1.2	5.9	16.9	6.2	11.6	32.6	23.7	28.2
U.S. (2004)	22.1	22.4	22.3	10.8	1.4	6.0	18.4	7.5	12.8	31.5	24.7	28.0

\*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

NA: The 2003 Wisconsin Youth Risk Behavior Survey did not include questions on cigar use.

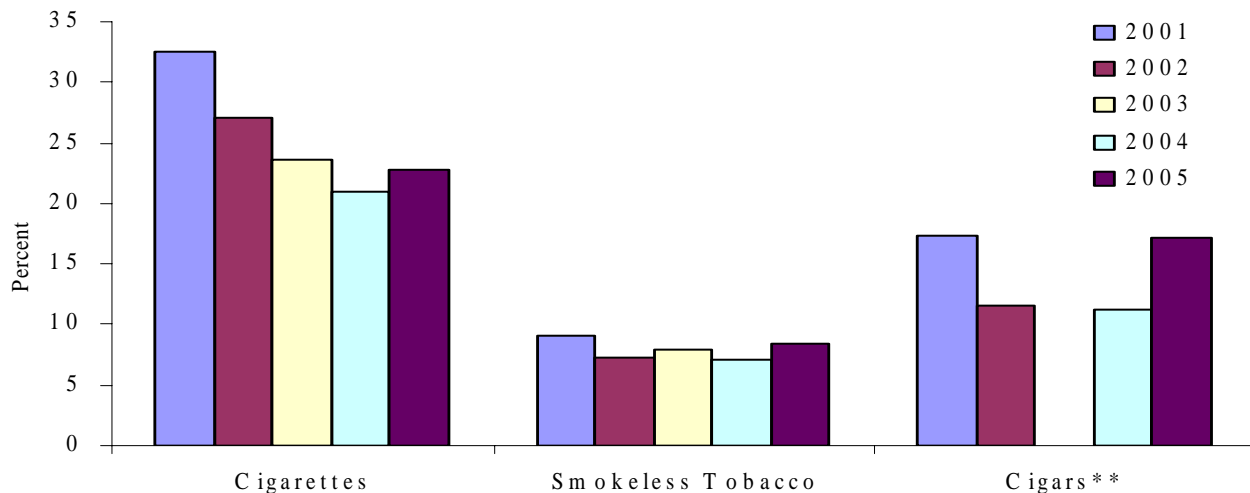
Source: U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 14, 2003. MMWR 2003; 52(45); 1096-1098.

U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, April 1, 2005. MMWR 2005; 54(12); 297-301.

Wisconsin Youth Risk Behavior Survey, 2001, 2003 & 2005, Department of Public Instruction (DPI)

Wisconsin Youth Tobacco Survey, 2000, 2002 & 2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

**Figure 6-2. Current\* Use of Any Tobacco Product Among Wisconsin High School Students (Grades 9-12), 2000-2005**



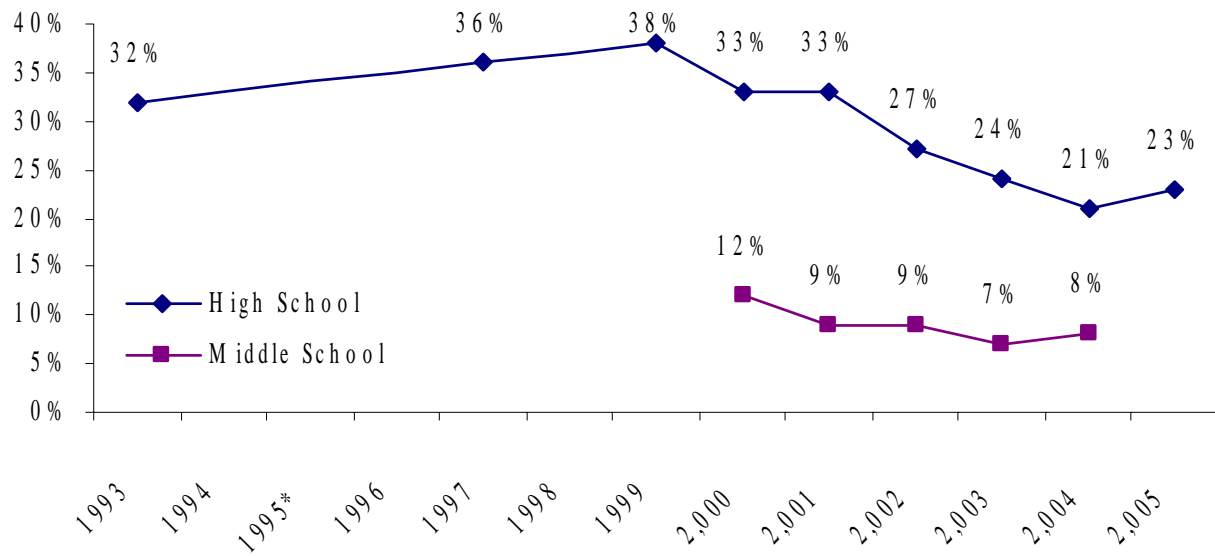
\*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

\*\*The 2003 Wisconsin Youth Risk Behavior Survey did not include questions on cigar use.

Source: Wisconsin Youth Tobacco Survey, 2000, 2002, & 2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Wisconsin Youth Risk Behavior Survey, 2001 & 2003, Department of Public Instruction (DPI)

**Figure 6-3. Current\* Cigarette Smoking Among Middle and High School Students  
Wisconsin 1993 – 2005**



\*A current cigarette smoker is one who smoked cigarettes on one or more of the 30 days preceding the survey.

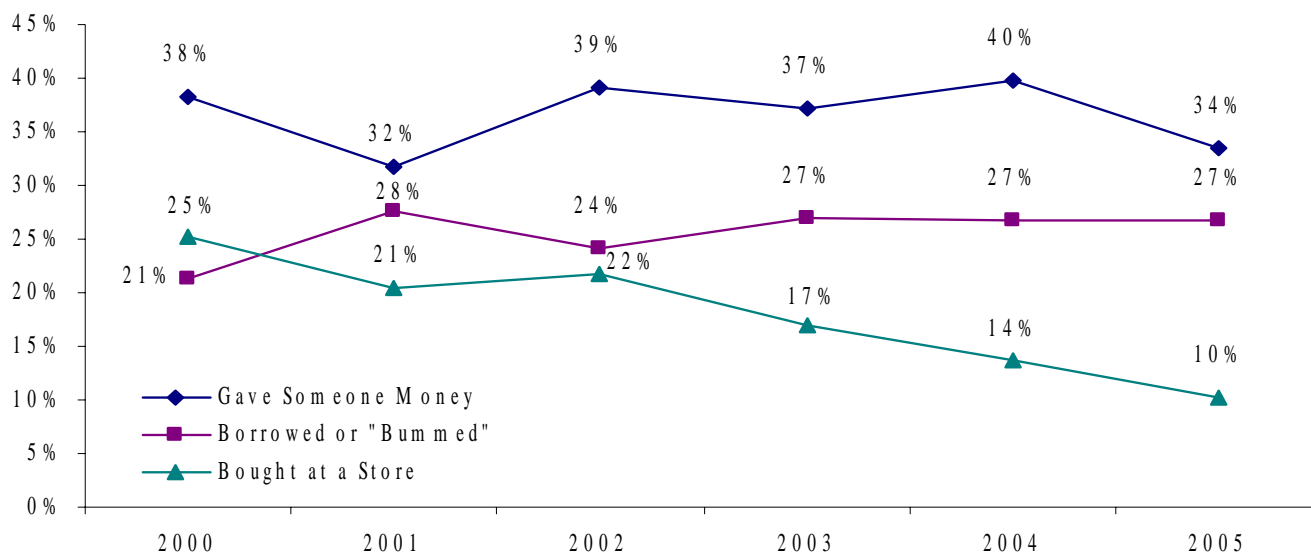
\*\* In 1995, the YRBS was administered by the Department of Public Instruction, however, the data for 1995 are not represented in this figure due to the small sample size that year. Since the 1995 data cannot be used, there is no line connecting 1993 to 1997. There are two separate lines for the YRBS and YTS because they are comparable, yet different, surveys.

Source: Wisconsin Youth Tobacco Survey, 2000- 2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program  
Wisconsin Youth Risk Behavior Survey, 1993-2005, Department of Public Instruction (DPI)

## VII. Youth Access to Tobacco

**Figure 7-1. Youth Access to Tobacco: Wisconsin, 2000-2005**

The following figure indicates the percent of high school students under the age of 18 who were current cigarette smokers\*, and the three most common ways for youth under the age of 18 to obtain cigarettes, in 2000-2005



\* Smoked cigarettes on one or more of the 30 days preceding the survey

\*\* Purchased cigarettes at a store during 30 days preceding the survey

Source: Wisconsin Youth Tobacco Survey, 2000, 2002 & 2004 Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Wisconsin Youth Risk Behavior Survey 2001, 2003 & 2005, Department of Public Instruction (DPI)

**Table 7-1. Results of Synar\* Compliance Checks of Tobacco Sales to Minors, Wisconsin, 1997-2005\*\***

### Percentage of Establishments Selling to Minors

Year	Statewide	Over-the-counter	Vending
1997	22.6%	17.7%	44.4%
1998	27.8%	23.5%	58.2%
1999	22.0%	19.6%	34.0%
2000	24.6%	19.6%	51.9%
2001	33.7%	29.5%	62.9%
2002	20.4%	19.2%	28.8%
2003	18.4%	15.2%	49.2%
2004	8.3%	6.2%	44.4%
2005	7.8%	7.2%	27.7%

Source: Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Chronic Disease Prevention and Health Promotion

\* The Federal Synar Regulation requires that each state annually conduct random, unannounced inspections of a sample of tobacco vendors to assess their compliance with the state's access law and to keep the percentage of establishments selling to minors below 20%. Failure to meet requirements of the Synar Regulation can result in a penalty of 40% of a state's substance abuse prevention and treatment block grant allocation.

\*\* The WI Wins program was implemented in 2001-2002 by the Department of Health and Family Services' Bureau of Substance Abuse Services and is maintained by the Bureau of Community Health Promotion in the Division of Public Health. Many local tobacco control coalitions and community based organizations work to education policy-makers and retailers about youth access to tobacco.

## VIII. Secondhand Smoke (SHS)

**Table 8-1. Wisconsin Public Attitudes Regarding Secondhand Smoke, 2004**

Site	Favor Some Restriction on Smoking (%)*	Favor Ban on Smoking (%)**
Restaurants	95	54
Indoor Work Areas	96	74
Bars and Taverns	65	22

\* Includes people who responded; smoking should not be allowed in any public area or that it should be allowed in some public areas

\*\* Includes people who responded; smoking should not be allowed in any public area

Source: Wisconsin Behavioral Risk Factor System, 2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy

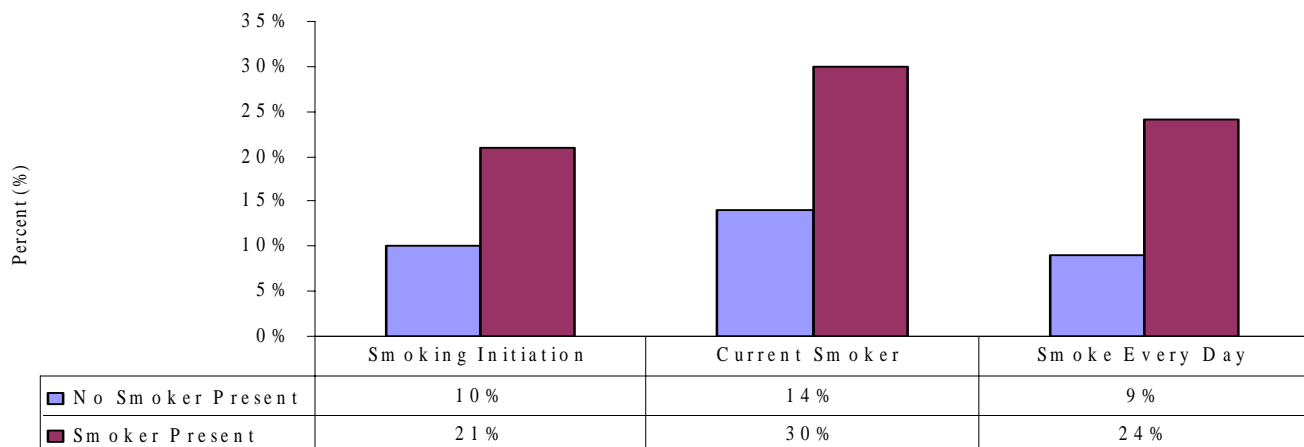
### **Secondhand Smoke (SHS) in the Home:**

- Thirteen percent (13%) of people reported in 2004 that they allow smoking in all or some areas of their home, while an additional 18% reported not having any rules regarding smoking in their home.
- In 2004, approximately 41% of the households that allowed smoking inside the home had children living in them.
- Slightly more than four out of ten students reported in 2004 that at least one member in their household smoked. Having a smoker in the household significantly affected nearly every measure of tobacco use among high school students (see figure 8-1).

Source: Wisconsin Behavioral Risk Factor System, 2004, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy  
Wisconsin Youth Tobacco Survey, 2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

**Figure 8-1. Effects of a Smoker in the Home on High School Youth Smoking, 2004**

This figure looks at high school youth smoking initiation, current smoking prevalence, and daily smoking prevalence by the presence of an adult smoker in the home.

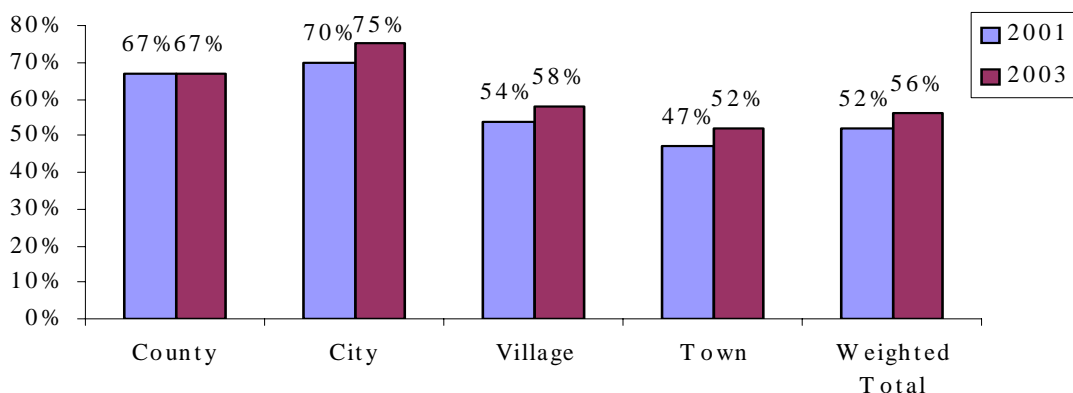


Source: Wisconsin Youth Tobacco Survey, 2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

- Smoking initiation is based on the percentage of all high school students who reported smoking their first whole cigarette before the age of 13.
- Current smoking is defined as the percent of students who reported smoking on at least one day in the past 30 days preceding the administration of the survey.
- Daily smoking is the percentage of students who have ever smoked cigarettes daily that is at least one cigarette every day for 30 days.

## IX. Smokefree Policies

**Figure 9-1. Percent of Wisconsin Municipalities Banning Smoking in all Government-owned Buildings, 2001 and 2003**



Source: Hill B, Moberg DP. Results of 2003 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings. Monitoring & Evaluation Program Brief, Madison WI; UW Medical School, November 2003.  
<http://electra.biostat.wisc.edu/mep/downloads/Documents/programbriefs/muniprogrambrief03.pdf>

## **Wisconsin Ordinances - Smoke-Free Workplaces:**

As of March 2006, twenty-six Wisconsin communities have established workplace ordinances. The purpose of these ordinances is to protect the public health, safety, comfort and general welfare of the people within these workplaces.

Twenty-six communities in Wisconsin have passed 29 ordinances. The Wisconsin communities and year their ordinance was passed are:

- |  |                                |
|--|--------------------------------|
| 1. Village of Shorewood Hills (1994, 2004) | 14. River Falls (2003)         |
| 2. Middleton (1996)                        | 15. Wauwatosa (2003)           |
| 3. Fond du Lac (1999)                      | 16. Bristol (2004)             |
| 4. La Crosse (2000)                        | 17. Phillips (2004)            |
| 5. Ashland (2000)                          | 18. Oshkosh (2005)             |
| 6. Eau Claire (2000)                       | 19. Wausau (2005)              |
| 7. Kenosha (2000)                          | 20. Madison (1992, 2002, 2004) |
| 8. Neenah (2001)                           | 21. Appleton (2005)            |
| 9. Onalaska (2002)                         | 22. Plover (2005)              |
| 10. Holmen (2002)                          | 23. Stevens Point (2005)       |
| 11. Janesville (2003)                      | 24. Little Chute (2005)        |
| 12. Village of West Salem (2003)           | 25. Buchanan (2006)            |
| 13. La Crosse County (2003)                | 26. Kaukana (2006)             |

Source: Tobacco Control Resource Center for Wisconsin.  
<http://www.tobwis.org/policymakers/index.php?cid=13>

## **Resources Available on Smoke-Free Air:**

The Centers for Disease Control and Prevention (CDC) released “Taking Actions Against Secondhand Smoke, an Online Toolkit” in February of 2003. This toolkit provides extensive information including action steps to follow to successfully implement a clean indoor air policy for public buildings in your community; tools and materials that you can reproduce for your campaign; a resources section for information; Best Practices information; and key reports and other data regarding secondhand smoke. This toolkit is available from CDC at the following web address:

[http://www.cdc.gov/tobacco/ETS\\_Toolkit/index.htm](http://www.cdc.gov/tobacco/ETS_Toolkit/index.htm)

CDC has also created a guide for employers deciding on smoke-free workplaces entitled “Making Your Workplace Smokefree – A Decision Maker’s Guide.” This guide provides a description of costs and other consequences of tobacco use, benefits of a smokefree workplace, support for employees who smoke, and other resources. The guide can be found at: [http://www.cdc.gov/tobacco/research\\_data/environmental/etsguide.htm](http://www.cdc.gov/tobacco/research_data/environmental/etsguide.htm)

SmokeFree Wisconsin has produced a CD-ROM entitled “Snuffing Out Smoke: A Guide to Achieve Smoke-Free Communities.” The resources and tools on this CD are to be used to assist you with your local clean indoor air initiatives. Contact SmokeFree Wisconsin for more information: <http://www.smokefreewi.org> Americans for Nonsmokers’ Rights (ANR) provides general information on secondhand smoke and the

benefits of smokefree homes, workplaces, and communities. Find more information at:  
<http://www.no-smoke.org/>

The Campaign for Tobacco-Free Kids provides information and data regarding tobacco use, industry tactics, and factsheets on a variety of topics. Find more information at:  
<http://www.tobaccofreekids.org/reports/shs>